Australia Post

Make an impact
Create an experience

Deliver on your brand promise, with 'Print Post'.

For a luxury baby goods retailer, printed catalogues helped to articulate a rich and authentic brand identity.

Only 14% of Australians read promotional emails thoroughly[1] and 66% can't remember the last time they willingly clicked on an online ad.[2]

Meanwhile, perceptions of mail are improving. 74% of consumers give their complete attention when reading mail. Plus, consumers feel more valued by a business when they receive something in the the post, over an email.[3]

Bringing a luxury brand to life

When a premium baby goods brand moved from printed to online catalogues, the word came back – customers were craving the tactile version. It's not surprising, considering 63% of Australians prefer to read product catalogues in print and 54% browse and shop for products using a printed catalogue weekly.[2]

However, reviving the mail-order catalogue meant producing and posting 55,000 copies twice a year, so a cost-effective delivery model was necessary.

To delight customers, this brand set out to:

- **Reflect premium brand values in catalogue production**
- **Find a cost-effective delivery model**
- **Target engaged customers**
- **Connect at the letterbox with a personalised catalogue**

95%
of the time personally addressed mail is opened.[1]

58%
would likely follow up on an offer contained in the mail.[3]

Make an impact

In a clever move, this brand chose to showcase seasonal collections only – rather than complete ranges – reducing their print costs. Sending the catalogues through 'Print Post', provided additional savings through reduced postage rates.

Through beautiful design, engaging imagery and luxe paper, they infused the printed catalogue with a sense of luxury lifestyle. While personalising the printed copies created a sense of exclusivity among customers, who responded positively.

110,000
catalogues delivered each year

Attributable sales
outlasted those from online promotions

'Print Post' literally delivered this retailer's luxury brand experience directly to customers' homes – and they took notice.

Sales peaked a bit later than those through online promotions, but they also lasted longer.

It makes sense to add mail to your campaign mix

Reach more people, in more places
Big audience? No worries. With 8.8 million contactable addresses*, Australia Post can get your advertising materials to suburbs and postcodes right across Australia.

Stay in touch, on a personal level
Engage with personalised messages in your periodical publications, using 'Print Post' – plus help save money for non-time critical deliveries.

Introduce and promote products with free samples
'Sample Post' is the low-cost way to let consumers try your product, in the comfort of their home – without the distraction of other products and brands.

Connect through the letterbox
Deliver catalogues, flyers and other promotional material nationwide with 'Unaddressed Mail'. Plan, target and send your campaigns with our free online tool, Campaign Targeter.

Stand out in the letterbox
'Impact Mail' can be virtually any shape and a range of materials – such as metal, wood, fabric or leather.

Upgrade to Express
Reach your audience fast, with cost-effective 'Express Post'.⁺

1. *Bastian Latitude Research,* Australia Post, 2019
2. *Print and paper in a digital world: Toluna Research,* Two Sides, 2019
3. *Mail's role in the digital age,* Accenture, 2020. This research was undertaken by Accenture and commissioned by Australia Post.

* As at 26/2/2018 Australia Post can provide access to 11.9 million contactable addresses.

⁺ Next business day delivery is only available within the Express Post next business day delivery network. The national next business day delivery network operates between capital cities (excluding Darwin; and for Perth between CBDs only) and some major centres. Note: Express eParcel is not covered in the Express Post Guarantee.

Based on a customer interview, this information was collected by Australia Post in 2012 in Australia. This case study is for general information purposes only and is not intended to be specific advice for your business needs.